

ANOTHER USED CAR FIRM OPENS

Hoagland-Bottorff Co. Has Commodious Quarters on San Francisco Street.

Anticipating a big demand for used cars when conditions across the border are more settled, another firm has entered the local used car field on an extensive scale. The Hoagland-Bottorff company will open its new salesrooms at 115 San Francisco street on Monday morning and sales manager Fred G. Hoagland states that he will have a big assortment of cars to offer for his spring business.

Fred G. Hoagland and R. O. Bottorff comprise the new firm. Mr. Hoagland is well known in local motor circles as he was for several months a salesman for the Reo and Hudson cars. Leaving the new car field for the used cars, he was sales manager for the Henderson company until he decided to branch out for himself. Mr. Bottorff is a newcomer to the automobile selling ranks but "got into the game" as he puts it, a week ago when he took the southwestern distributing agency for the well known Haynes "light six" and organized the West Texas Motor company to handle the new cars. They will have Haynes salesrooms on Myrtle avenue.

Realizing the possibilities of the used car field, Mr. Bottorff joined hands with Mr. Hoagland in the new concern on San Francisco street. "We have plenty of capital, good connections with new car dealers, insuring a steady supply of good used cars and a good knowledge of the business," said Mr. Hoagland. "There is an unusual demand for light cars right now which the local market cannot supply. We are going to meet this demand by importing used cars and will have a stock of all models at all times. The big thing in the used car business is to have what a customer wants when he comes for it and we intend to see that we have it."

AUTOS NOW SHIPPED TO DEALERS ON FLAT CARS

Over see automobiles shipped in coal cars? Never!

Neither did we until this year. In fact, we never expected to.

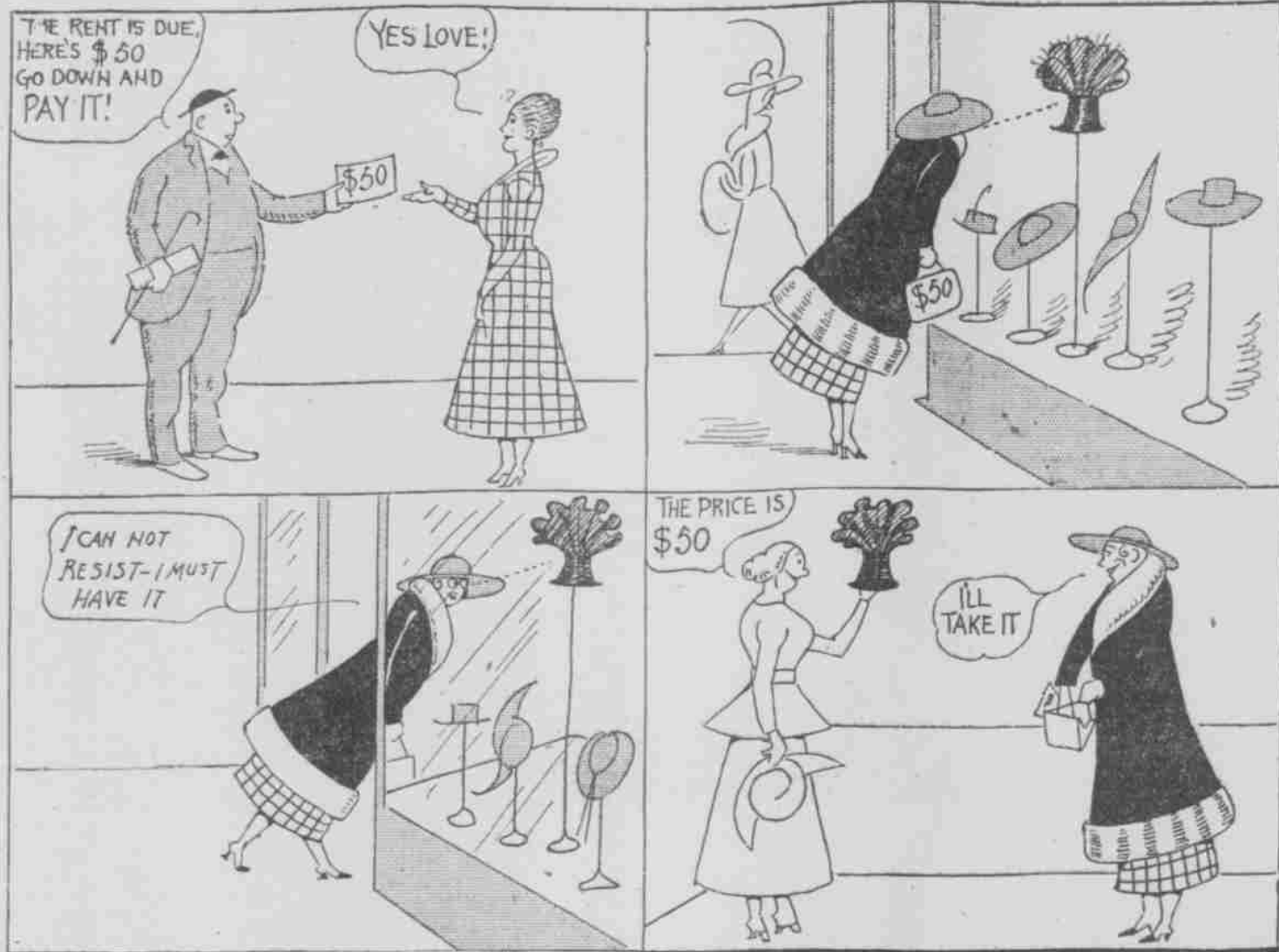
The railroads all over the land, realizing the importance of handling automobiles as freight, constructed special cars for their transportation. At present there are about 70,000 automobile cars in existence in the U. S. A.

But 70,000 has proved entirely inadequate. At this time shipments are badly complicated through the fact that over 100,000 freight cars are lying along the Atlantic seaboard and inland as far as Buffalo, Pittsburgh, Chattanooga, Atlanta and Mobile, because of lack of ships to take their cargoes to foreign ports. Other little things like snow storms in the west and floods in the south have meant more cars unavailable and given traffic managers of automobile companies a serious problem to solve.

Because of their inability to secure enough automobile freight cars the Willis-Overland company of Toledo has

HAS IT EVER HAPPENED TO YOU?--T. E. POWERS

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WHAT A WOMAN SHOULD KNOW ABOUT AN AUTO

Women! Automobiles! Most certainly! Yet it was only a few years ago that to the average woman an automobile meant only a distinguished and luxurious conveyance, which would enable her to travel in the city streets or on country roads. The idea of a woman driving a motor car was preposterous, outlandish, to women as well as men. She didn't know anything about it; she couldn't even start it, says a writer in the Pictorial Review.

But to her an automobile ride was always an exhilarating experience, much more so than to trail behind "faithful old Bobbin" or a spirited thoroughbred in an unromantic vehicle, even though she had to relinquish the driver's seat, together with the pleasure of handling the reins, and not the slightest opportunity of experiencing the thrill of driving a powerful motor car.

The best automobile made then was only partially perfected compared with a modern car, and the tendency of manufacturers toward big, heavy machines it was impossible for any one but a strong man, though very rarely a woman, to handle a motor car.

Remember, I am recalling to your mind facts about automobiles which existed several years ago.

Of course, the development of the automobile has been influenced by the experience which manufacturers had with those cars of previous years, the result being that the modern car is the extreme antithesis of earlier models. Light weight, simple construction, dependable service, comfortable, easy to operate, and reasonable in price, the motor car of today can be operated with equal facility by either woman or man.

That is the first thing a woman ought to know about an automobile--a modern automobile--that she can run it with perfect ease and safety. She can wind in and out through crowded traffic, go any place with ease and more safety than if she were walking. She doesn't need to worry about the car. It is designed to be operated entirely from the driver's seat. The motor is started by simply pressing a button. Other buttons light all the lamps on the car. Everything necessary to run it can be done easily with the hands and feet.

Women Seen Everywhere. Remember this. More women are driving automobiles today than ever before. On the busiest city streets, on the boulevards and on the country roads far from home, you will find women--thousands of them--at the wheel of motor cars with as much confidence and skill as a man.

The automobile has brought a greater contentment into the lives of women than any other one thing in recent years. It has shattered the shackles of custom which kept women in the narrow confines of the home, entirely dependent upon men, and has opened up a new world for them--a world of better health, wholesome recreation, self-confidence, joy, pleasure and contentment.

It is no longer necessary to get aside a whole afternoon for making just a few calls because so much time must be squandered in riding on street cars. Your automobile is waiting. It invites you to go any time and drop in on your friend for just a short chat.

Yours is the great satisfaction of doing good for others. This is something else women ought to know about owning an automobile. How often you find it necessary to resort to the telephone in the endeavor to get something done with dispatch, only to be sorely disappointed because of any one of a hundred opportunities for making mistakes which exist when instructions are given at long distance. There was no other way--you simply could not secure the time that morning to go down town. And you say, "Oh, well! Just another disappointment," and then worry about it all day long.

It is so easy. Yet how easily you could have stepped into your car and skipped down town, selected exactly what you wanted, perhaps attended to two or three other things, then arrived back home after an absence of only a short time. The automobile is the bright light which has dispelled the nightmare of crowded street cars. Yes, that is what an automobile means to a woman every day. But of infinitely more concern to

PRODUCTION AND COST INCREASE

Despite Advance in Prices of Materials, the Output Shows Big Increase.

Although prices of materials continue to advance and factory officials see no hope of relief in the near future, production of cars continues to make record breaking strides in Detroit and in the centers. With the freight car situation also adding to the troubles of the factories, it is surprising that shipments continue to increase as the days go by. Many prominent manufacturers have increased the prices on their cars to take care of the added cost of materials, but all reports seem to indicate that even the increased amounts, which the customers have to pay for their cars, are not in any way affecting the enormous demand which continues to be much greater than the most optimistic would have cared to predict some months ago.

Information received by "Automobile" from the Ford company indicates that there is no longer any doubt of 500,000 Ford being built for the present fiscal year. Plans have already been laid for 1,000,000 Ford for 1917.

So far as the 1916 outputs are concerned, it may be said that not one of the factories now has any doubt of its ability to market as many, or even more cars than were called for in the original monthly production schedules. As an instance of present manufacturing condition, Studebaker reports that the daily production will soon be raised from 300 to 400 cars. He is turning out about 125 cars per day; Chevrolet is increasing its production as predicted some months ago, so as to be producing over 300 cars per day next month, with the ultimate idea of turning out 400 per day in August. Cadillac will ship more eight this year than ever before, and Dodge's production is now running about 300 per day. Maxwell will soon have its second assembly conveyor system in operation, which will allow of a possible production of about 500 cars per day. At its present pace Saxon will easily turn out the 30,000 cars which are planned for the present year. Similar stories emanate from practically every factory in the big production area.

The Ford Specialists

invite Ford owners to call at their new home, 620-622 Texas Street, where they have a full line of

FORD PARTS, FIRESTONE AND PENNSYLVANIA TIRES, GASOLINE, OILS, GREASES AND AUTO ACCESSORIES.

Increased shop room has permitted the installation of the most complete Ford repair plant in the city, where your repair work is done PROMPTLY at reasonable prices.

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SPEEDERS DRIVE EXPENSIVE CARS

Detroit Police Officer Has Analyzed Speed Fiends and Their Excuses.

Detroit, Mich., April 14.--One of the principal reasons why there are so many traffic violations is because of the majority of motor car drivers do not seem to think that they are under moral obligations towards pedestrians, is the opinion of George A. Walters, secretary of the Detroit police department.

"A majority of the drivers are well-intentioned, well-meaning," says Mr. Walters, "but they believe that it is rather up to the pedestrian to look out for his safety in the streets rather than for the motor car or any other vehicle driver to look out for the man in the street. It is this attitude of drivers which causes the majority of accidents and causes them to disregard the regulations concerning traffic."

"Education of all drivers along the moral side of the traffic problem is imperative," says secretary Walters, "and it will be only when the man who drives a car or any other vehicle realizes that he is morally responsible that the traffic problem will become less difficult to handle."

Reports from traffic officers and patrolmen show that fully 95 percent of traffic violations are caused by motor car drivers and a large percentage of these by either owners or drivers of the well-to-do class, or, in other words, by men of such a standing, of such education, that they can hardly be excused for breaking the laws, where as the truck drivers and horse-drawn vehicle drivers reported as violators of the regulations are mostly uneducated men who do not realize that they are doing something wrong, something against the law.

Of 21 reports received in one day from the traffic department, all but one referred to motor cars, the other one to a horse-drawn vehicle. In eight out of

ten cases, speeding was the cause of the driver being reported. In one instance, a car was being driven 25 miles per hour, and the driver gave as an excuse that he wanted to catch an outgoing interurban car. Another driver, going 14 miles an hour, said he was in a hurry to get down town. A driver going at the rate of 23 miles an hour gave as an excuse that he would lose his job if he came late at the office. The driver of a delivery car going at the rate of 32 miles an hour, gave as his excuse that he had to hurry to deliver some goods, otherwise they would not be accepted.

Two reports show that drivers who were going at 30 miles an hour said they were in a particular hurry to get home. Another delivery car driver was stopped because he was driving at the rate of 27 miles an hour, while another one was reported for his reckless driving at a street crossing through a crowd of people getting off a street car. There was one or two reports concerning undue emissions of smoke and absence of lights.

The offense of the horse driver was that he had failed to stop when signaled to do so. There were also complaints about drivers having parked their cars near a fire hydrant. From the records, it was shown that most of the offenders were residents of the best residential sections of the city, several being owners of high priced cars, which fact, says secretary Walters, is also to be taken into account.

PRICE UP: SALES, TOO.

Following the recent announcement of a \$40 rise in the price of Chalmers Six-30 touring cars officials of the Chalmers Motor company have released figures indicating the greatest year's business in the history of the company. "During the 27 working days of March we shipped 3,317 cars valued at \$2,605,000," said Paul Smith, vice president. "These figures mean that the month of March saw the distribution of more Chalmers cars than during the entire first nine months of 1915, and affords a graphic illustration of the growth of Chalmers business."

SAVAGE TIRES

Direct from Factory

PRICES			
SIZE	Plain Tread	Savage Grip Tread	Graffite Tubes
30 x 3	\$10.00	\$12.00	\$2.70
30 x 3 1/2	12.70	15.25	3.25
32 x 3 1/2	14.50	17.40	3.50
33 x 4	19.00	22.55	4.45
34 x 4	20.15	23.15	4.50
36 x 4	21.50	24.75	4.70
36 x 4 1/2	27.90	32.10	5.75
38 x 4 1/2	28.25	32.50	5.90
37 x 4 1/2	30.00	34.50	6.00
37 x 5	33.00	37.95	6.95

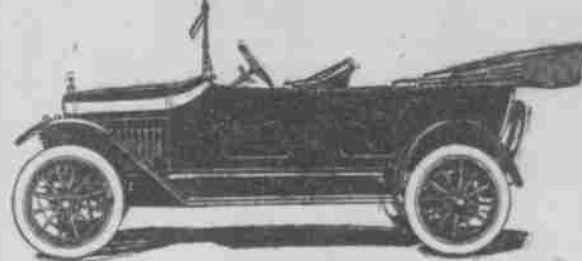
Adjustments on basis of 4500 miles. Prices are subject to change without notice.

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Willis KNIGHT Six-Cylinder Motor



One chassis; five body styles	
Two-Passenger Roadster	\$635
Five-Passenger Touring Car	655
Touring Car (with All-Weather Top)	710
Two-Passenger Cabriolet	865
Six-Passenger Town Car	915

Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit

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